

WE CLAIM:

1. A computer-implemented method for continuously playing media clips, comprising:
 - creating a play list to be used on a client, wherein the play list includes a plurality of references used to request media clips;
 - sending the play list to the client;
 - receiving a request for a media clip associated with one of the plurality of references; and
 - redirecting the request to a media server, wherein a dynamically selected media clip is substituted for the requested media clip.
2. The method of claim 1 wherein the client includes a media player.
3. The method of claim 2 wherein the client is a media player.
4. The method of claim 1 wherein the play list includes references to dummy media clips used to redirect requests.
5. The method of claim 1 wherein redirecting the request comprises applying rules to determine the substituted clip on the media server.
6. The method of claim 1 wherein redirecting the request comprises:
 - receiving user input; and
 - selecting the media server to redirect the request to using the user input.
7. The method of claim 1 wherein redirecting the request comprises:
 - retrieving preference data; and
 - selecting the media server to redirect the request to using the preference data.

8. The method of claim 7 wherein the preference data is located on the client.
9. The method of claim 7 wherein the preference data is retrieved from a database.
10. A system for continuously playing a plurality of media clips, comprising:
a client including a streaming media player;
a server coupled to the client, wherein the server creates a play list which causes the streaming media player to query the server for each of the plurality of media clips, and wherein the server responds to at least one query by redirecting the client to a media server.
11. The system of claim 10 wherein the server creates the play list using preferences.
12. The system of claim 11 wherein the preferences are stored on the client.
13. The system of claim 11, further comprising a database coupled to the server, wherein the preferences are stored on the database.
14. The system of claim 10, further comprising a database.
15. The system of claim 14 wherein the database includes rules for redirecting the client to the media server.
16. The system of claim 14 wherein the database includes preferences used in redirecting the client to the media server.
17. A computer-readable medium including computer-executable components for continuously playing media clips in a play list using a player that

requests and buffers a next media clip in the play list prior to a currently playing media clip finishing, comprising:

a server including:

a generator that automatically generates the play list, wherein the play list includes at least one reference that causes the player to request information associated with a media clip from the server, and

a redirector that receives the player's request and automatically redirects it to a media content server using a user preference and a media provider preference.

18. The computer-readable medium of claim 17 wherein the media provider preference comprises rules for selecting the media content server.

19. The computer-readable medium of claim 17 wherein the media provider preference comprises user inputted data.

20. An apparatus for continuously playing media clips, comprising:
means for generating a play list;
means for requesting, receiving, and playing a media clip using the play list; and
means for redirecting each request for the media clip to a media server.